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Letters to the Editor

Editor

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Letters to the Editor



Send letters to strauchk@cofc.edu, phone or fax 803-723-3536, or snail mail: *Against the Grain*, 171 Moultrie Street, Citadel Station, Charleston, SC 29409.

Dear Editor:

I love *Against the Grain*, and I'm continually amazed by the what it must take to produce it each quarter. I want to start a simple newsletter for our employees, so I'm aware of what it takes to start one. The ongoing publication is what can seem daunting to me. Kudos to you for continuing to produce such a great one. Your energy must be boundless.

Sherry Thompson

(Majors) <majorslt@CLASS.ORG>

Dear Editor:

The story about Ballen selling selected assets to BNA hit me like a ton of bricks. I think it suggests a serious and dangerous trend for both booksellers and libraries. It is obvious to most that Yankee and BNA are

both in a battle to see who can land on the moon first. Both are investing huge resources in the war. The winner supposedly will become the next **Richard Abel Company** — dominating the market and offering to provide every service required by libraries. Is technology pushing us in this direction or are we simply so interested in technology? Is the current effort to consolidate ordering at many major university libraries being dictated by the libraries or the vendors? Are libraries self-censoring their collections by over reliance on vendors? Where is the expertise in library collections today? Are patrons going to be better served by limited vendor choices? Are libraries really going to save money in the long run?

Perhaps you can encourage someone to research these questions and tell us whether or not we are waiting for history to repeat itself?

Name Withheld By Request

P.S. I think we can do an entire conference on this question . . .

Editor's Note: We would like to here some open discussion on this topic. Is there anyone

out there who wants to comment or suggest someone who might comment? — KS

Dear Editor:

My nerves have again been jarred by use of the term "ISBN Number" on your pages. (See "Marketing to Libraries" — **Vikki Medaglia's** Discussion with **Maria Fitzpatrick, ATG**, Feb., 1995, p.51.) I hear the term used almost daily by publishers' customer service clerks. But they are to be forgiven because in their case ignorance is an excuse. But for a librarian this is an unforgivable sin. Also I feel no hesitation in directing this gripe to marketing managers. They, too, should know better. On the other hand, they may be so busy trying to figure out what they are supposed to be doing that they don't have time for such proprieties. In the meantime, I had a delightful telephone discussion with Vikki about our mutual bewilderment with the vague use of the word "marketing." And this in no way suggests that Maria is vague in her pursuit of its meaning.

Lyman W. Newlin

(Book Trade Counsellor,
Lewiston, N.Y.)

Rumors from page 1

Faxon through thick and thin, has become CEO of **Swets & Zeitlinger, Inc.**, North America, based in Exton, PA. It is going to be hard to top the records of such wonderful Swets people as **Ariane Swets**, **Peter Nijsten** and **Antoon van Velzen** (who of-

fered to give yours truly his ONLY birthday pastry, can you believe such wonderful unselfishness), but Mike won't have a problem. Mike started work on Monday, May 1. Read some of his comments in this issue, page 39.

ATG spoke with **Jim Ulsamer**, President, **Baker & Taylor Books**, about the reductions in force which have taken place

there. Here is what he said: "Baker & Taylor eliminated 30 positions out of 1900 about three weeks ago. This includes management, clerical, temporary, as well as support staff. Some of our business requirements have changed. The RIF came from all different areas of the company and does not take emphasis away from any one area or mar-

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We would like to thank
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